LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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More and more are discovering less.

What's the big deal about so little tar?
Enriched Flavor.™ Only Merit has it. Which is why
Merit Ultra Lights delivers a real, satisfying taste most smokers thought impossible
at such low tar levels. No wonder it's one of today's fastest
growing ultra lights. Need we say more?

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/ppjx0001

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